ige Eight



SMELLEM

GARTH BOYER INDIANA STATE 'ST

SMOKE'EM

LEADING SELLER

IN AMERICA'S

COLLEGES

MILDNESS US NO UNPLEASANT AFTER-TASTE

For LOU

OVER 1500 PROMINENT TOBACCO GROWERS SAY: "When I apply the Standard Tobacco Growers' Test to cigarettes I find Chesterfield is the one that smells Milder and smokes Milder."

A WELL-KNOWN INDUSTRIAL RESEARCH **ORGANIZATION REPORTS:** "Of all brands tested, Chesterfield is the only cigarette in which members of our taste panel found no unpleasant after-taste."

ALWAYS BUY CHESTERFIE